

KS3 and GCSE English Creative Communication

Your task: persuade students like you to consider a 5G phone from EE as their next mobile

What's this all about in English?

It's about developing:

- skills in reading and writing non-fiction texts
- communication matched to audience and purpose
- speaking and listening, reading and writing as *processes*
- GCSE skills of interpretation, analysis, evaluation

What else is this about?

Life skills:

- links between verbal and visual literacy
- collaboration and creativity
- English beyond the school and classroom

To start ...

You can complete this task alone or choose a social media platform to create an 'advertising agency' with 1-2 friends and complete this as a team.

Give your agency a name. It might be from your own names, or a place, or anything that inspires you.

Watch these videos, which introduce you to how an advertising agency works, and how a creative team that come up with ideas works:

<https://www.youtube.com/watch?v=yb-odF3szpU>

<https://www.youtube.com/watch?v=tn6EKVbGcPI>

Now read on and find out about your task, involving the company **EE**.

Who are EE?

EE is the UK's largest mobile network operator. It has been owned by BT since 2015 and has around 32 million customers.

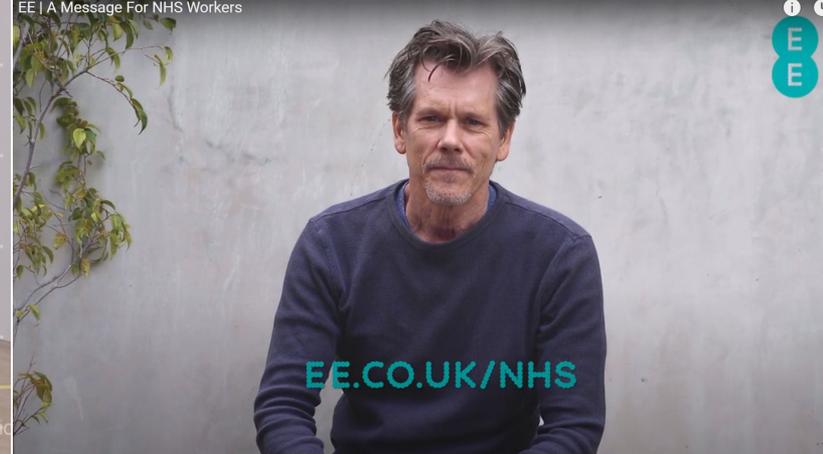
EE has offices in BT Centre in London, Hatfield, Bristol, Darlington, Doxford, Greenock, Merthyr Tydfil, North Tyneside, Plymouth and Leeds. Its networks cover 99% of the UK population, and it has around 700 retail outlets across the country.

EE is known for its TV adverts featuring American actor Kevin Bacon, who has been the 'face' of the brand since it started in 2012.

Recent adverts have included one for 5G featuring a VR concert by Bastille, and a lockdown ad telling NHS workers they can get unlimited data until October 2020. The brand also sponsors Wembley stadium, Glastonbury and the BAFTAs.

Who are EE?

Their adverts are a mix of promoting handsets, network performance and being no.1. The link throughout is Kevin Bacon and his everyday humour



The company is leading the race to build a next generation 5G network in the UK, to deliver:

- **Better connection in busy places**
- **Faster speeds, better quality**
- **a near-instant connection for apps, websites, and games**



Read more about 5G and EE here:

<https://shop.ee.co.uk/features-and-articles/everything-you-need-to-know-about-5g>

The Creative Brief

New technologies tend to be adopted by younger consumers first. Teenagers in particular can be influencers of both their peers and older consumers, so getting them to consider 5G in general, and EE specifically, is important.

Over the next 12 months EE will be growing their 5G network dramatically to remain the leader, and they will launch new phones that make it more affordable than it is today.

Create a piece of communication that **persuades people like you why they should consider a 5G phone as their next mobile, and why it should come from EE.**

People are exposed to huge amounts of advertising and often switch off. So your work needs to grab their attention and keep it. Boring your audience means losing your audience.

Your task ... part 1

1. Do some research on the EE brand, products and image - take a look at the adverts and other links on the last page of this briefing.
2. Try out several ideas before choosing the best one.
3. Present your proposal using a few words, plus images or video in one of the following formats:
 - a poster (as on a billboard, bus or an advert in a magazine)
 - an Instagram post or story
 - a TikTok or other 'looping video' format

You don't need any fancy equipment. We're interested in your ideas as well as what the proposal actually looks like.

Simply email your post/poster/story/video to your teacher with the written explanation of your creative choices and creative process (see next slide)

Your task ... part 2

This is an *English* project.

When you have produced your post/poster/story/video, we want to see your journey from start to finish. The written part of your project should give details of:

- how you managed the task, including reasons for adopting or rejecting ideas
- how you chose your target audience(s), and where to place your work to reach it/them
- your reasons for choosing words and phrases to impact on your readers/viewers
- your reasons for choosing design features such as fonts, images, colours and straplines.

This will help us to see the quality of your creative *process* as well as the quality of your created *product*.

Appealing to an audience: psychology at work.

Strategies for appealing to an audience

People have different motivations when choosing a mobile phone: they may put **brand image** as their top priority, or **functionality**, or **cost** (initial cost and running cost). Probably the last thing motivating choice is the ability to make a telephone call!

Your promotion could trigger their motivation by emphasising EE as the leading smart-phone brand:

e.g. *“EE - Extraordinarily Excellent, Exquisitely Elegant and Exceptionally Enviably.”*

It could trigger motivation by emphasising appearance:

e.g. *“Sleek, sophisticated EE design with exchangeable coloured protecting cover.”*

It could trigger motivation by emphasising its range of functions:

e.g. *“Built-in Bluetooth, WiFi Hotspot seeker, radio and video and a multi-megapixel double camera.”*

It could trigger motivation by emphasising the cost benefits:

e.g. *“60 free minutes data and calls per day and spread the purchase cost interest-free over 12 months.”*

Choose words and images that appeal to the big two human motivations: **aspiration** and **anxiety** (aka **Dreams** and **Dreads**):

“Be the envy of your friends with this state of the art...”

“What does your old phone say about you?”

Additional inspiration

EE have an extensive YouTube channel with all of the their TV ads and much more:

<https://www.youtube.com/channel/UCDITucsLIXBdCcM36U2Vszw>

EE posts on Instagram - used for a wide variety of people, services and phones:

<https://www.instagram.com/ee/?hl=en>

EE don't officially use TikTok, but Mr Kevin Bacon is a cute pig in Colorado, apparently:

<https://www.tiktok.com/@thekevinbacon>



Extension: stretch and challenge

Go Creative. Go solo!

Invent your own product to improve people's lives in the current situation.

Produce your own advertising campaign across several media platforms.

Add your account of how you chose audience, placement, words and images.

You could try:

- a new eating regime
- a fitness routine
- a self-assessment questionnaire